ORDER

Orders Order / Rev: 705294 06267277 Alt Order #: NRCC-IE 2012 Product Desc: WKYC Estimate: 2953 Flight Dates: 10/12/12 - 10/18/12 Primary AE: Joe Knauer Original Date / Rev: 08/08/12 / 08/31/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT **National Media Research Planning** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Lane Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: NRCC-IE Demographic: A35+ New Business Thru: **Product Codes:** PL-State/Local,IS-Issue/Non Order Separation: 00:15:00 Priority: P-3 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	34	\$43,450.00	\$36,932.50

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$43,450.00	\$36,932.50	0.00
Totals	34	\$43,450,00	\$36,932,50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WKYC	16%	\$43,450.00
Market	100%	\$271,562.50

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	15%	\$40,734.38
WJW	41%	\$111,340.62
WOIO	28%	\$76,037.50
WUAB	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	10/12/12	2 10/12/12	Tonight Show	CM	1135p-1237a	F	:30	1	\$1,300.00 P-3	0.00 NM	1	\$1,300.00
			Tonight Show									
TONITE	SHW-NE	3C										
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	08/12	10/14/12	F	1	\$1,300.00	0.00						
E 2 WKYC	10/12/12	10/12/12	M-F 4-5p	СМ	4p-5p	F	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00
			Ellen Degeneres									
ELLEN												
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	08/12	10/14/12	F	1	\$800.00	0.00						
E 3 WKYC	10/12/12	10/12/12	M-F 430a-5a	СМ	430a-5a	F	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
			430a News									
CH 3 NE	EWS 430A	A										

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WKYC

Order / Rev: 705294

Advertiser: NRCC-IE

Estimate:

Alt Order #: 06267277

Product Desc: NRCC-IE 2012

10/12/12 - 10/18/12 Flight Dates:

2953

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 3 WKYC 10/12/12 10/12/12 M-F 430a-5a СМ 430a-5a :30 \$300.00 P-3 0.00 NM \$300.00 430a News CH 3 NEWS 430A Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 ---F--0.00 Week: 10/08/12 \$300.00 E 4 WKYC 10/12/12 10/12/12 ---F--:30 \$850.00 P-3 0.00 NM M-F 5-6a 5a-6a \$850.00 Channel 3 News @ 5AM CH3 NEWS SUNRS Spots/Week **End Date** Start Date Weekdays Rate Rating - - - - F- -\$850.00 Week: 10/08/12 10/14/12 0.00 E 5 WKYC 10/12/12 10/12/12 0.00 NM ---F--1 \$1,400.00 P-3 M-F 5-6p CM 5p-6p :30 \$1,400.00 Dr. Phil DR. PHIL Spots/Week Start Date **End Date** Rating Weekdays Rate 10/14/12 ---- F--Week: 10/08/12 \$1,400.00 0.00 E 6 WKYC 10/12/12 10/12/12 M-F 7-9a Today 7a-9a ---F--:30 1 \$1.800.00 P-3 0.00 NM \$1,800.00 CM **Today Show TODAY SHW End Date** Weekdays Spots/Week Start Date Rate Rating Week: 10/08/12 10/14/12 ---F--1 \$1,800.00 0.00 СМ E 7 WKYC 10/15/12 10/15/12 LN (M-Su) 11P-1135P M- - - - -:30 1 \$3.000.00 P-3 0.00 NM \$3,000.00 Late News (M-Su) CH 3 NWS AT 11 Start Date **End Date** Weekdays Spots/Week Rating Rate M- - - -10/21/12 0.00 Week: 10/15/12 \$3,000.00 Tonight Show E 8 WKYC 10/15/12 10/15/12 CM 1135p-1237a M----:30 1 \$1.300.00 P-3 0.00 NM \$1,300.00 Tonight Show TONITE SHW-NBC Start Date **End Date** Weekdays Spots/Week Rating Rate M- - - - -Week: 10/15/12 10/21/12 \$1,300.00 0.00 M-F 4-5p E 9 WKYC 10/15/12 10/15/12 CM M- - - - -:30 \$800.00 P-3 0.00 NM \$800.00 4p-5p 1 Ellen Degeneres **ELLEN** Weekdays Spots/Week Start Date Rating **End Date** Rate M- - - - -Week: 10/15/12 10/21/12 \$800.00 0.00 E 10 WKYC 10/15/12 10/15/12 :30 \$300.00 P-3 M-F 430a-5a CM 430a-5a M- - - - -0.00 NM \$300.00 430a News CH 3 NEWS 430A **End Date** Spots/Week Start Date Weekdays Rate Rating M- - - - -Week: 10/15/12 10/21/12 \$300.00 0.00 E11 WKYC 10/15/12 10/15/12 M-F 5-6a CM 5a-6a M- - - - -:30 \$850.00 P-3 0.00 NM \$850.00 Channel 3 News @ 5AM CH3 NEWS SUNRS Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/15/12 10/21/12 \$850.00 0.00 E 12 WKYC 10/15/12 10/15/12 M-F 7-9a Today СМ M- - - - -:30 1 \$1,800.00 P-3 0.00 NM 7a-9a \$1,800.00 **Today Show TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rating Rate 10/21/12 Week: 10/15/12 \$1,800.00 0.00 E 13 WKYC 10/13/12 10/13/12 Sat 6-630p 6-630p - - - - S-:30 1 \$2,500.00 P-3 0.00 NM \$2,500.00 Channel 3 News at 6P SAT CH 3 NWS AT 6 Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 ---S-\$2,500.00 0.00 E 14 WKYC 10/13/12 10/13/12 - - - - S-\$800.00 P-3 0.00 NM Sat 730-8p CM 730-8p :30 \$800.00 1 Sat 730-8P CASH EXPLOSION Spots/Week **End Date** Weekdays Start Date Rate Rating 10/14/12 Week: 10/08/12 \$800.00 0.00 E15 WKYC 10/14/12 10/14/12 CM 1030a-6p ---S :30 2 \$500.00 P-3 0.00 NM 2 \$1,000.00

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WKYC

Order / Rev: 705294

Advertiser: NRCC-IE

Alt Order #: 06267277

Product Desc: NRCC-IE 2012

Flight Dates: 10/12/12 - 10/18/12 2953

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	s L	Len Spots	Rate Pri	Rtg Type	Spots	Amount
			Sa-Su 10a-6p Weekend Rotator	r	(4:30 PM-6:00	PM)						
PRO BL	JLL RIDI	NG			(,				-		
	rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 10/ E16 WKYC		10/14/12	Sun 6-630p	CM	\$500.00 6-630p	0.00	- S	:30 1	\$2,500.00 P-3	0.00 NM	1	\$2,500.00
L 10 WKIC	10/14/1	2 10/14/12	Channel 3 News		0-030p		- 3	.50 1	φ2,300.00 F-3	U.UU INIVI	'	φ2,300.00
	VS@6 W			•								
Sta Week: 10/	rt Date	End Date 10/14/12	Weekdays S	Spots/Week 1	Rate \$2,500.00	Rating 0.00						
E 17 WKYC			Sun 9-1030a	CM	9a-1030a		- S	:30 1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
217 11110	10/11/1	2 10/11/12	Channel 3 News	_	04 10004		D	.00	ψ1,000.001	0.00 14141	· ·	Ψ1,000.00
	J MRN N			0	Б.,	D .:						
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	Weekdays S	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
E 18 WKYC			Tonight Show	CM	1135p-1237a			:30 1	\$1,300.00 P-3	0.00 NM	1	\$1,300.00
			Tonight Show									
	SHW-N rt Date	BC End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T	<u>3pots/Week</u>	\$1,300.00	0.00						
E 19 WKYC	10/18/1	2 10/18/12	M-F 4-5p	CM	4p-5p	T- ·		:30 1	\$800.00 P-3	0.00 NM	1	\$800.00
ELLEN			Ellen Degeneres									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T	1	\$800.00	0.00						
E 20 WKYC	10/18/1	2 10/18/12	M-F 5-6a	CM	5a-6a	T- ·		:30 1	\$850.00 P-3	0.00 NM	1	\$850.00
CH3 NE	EWS SUN	NRS	Channel 3 News	@ 5AM								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T	1	\$850.00	0.00						
E 21 WKYC	10/18/1	2 10/18/12	M-F 5-6p Dr. Phil	CM	5p-6p	T- ·		:30 1	\$1,400.00 P-3	0.00 NM	1	\$1,400.00
DR. PH	IL		D1. 1 1111									
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
Week: 10/ E 22 WKYC		10/21/12	M-F 7-9a Today	CM	\$1,400.00 7a-9a	0.00 T		:30 1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
LZZ WKIO	10/10/1	2 10/10/12	Today Show	Civi	7 a-3a	1		.50 1	ψ1,000.001-3	0.00 14101	'	Ψ1,000.00
TODAY					5 .	5						
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
			Tonight Show	CM	1135p-1237a			:30 1	\$1,300.00 P-3	0.00 NM	1	\$1,300.00
	- 0		Tonight Show		(11:35 PM-12	:35 XM)						
	E SHW-N rt Date	BC End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T	<u>3pots/Week</u>	\$1,300.00	0.00						
E 24 WKYC	10/16/1	2 10/16/12	M-F 4-5p	CM	4p-5p	- T		:30 1	\$800.00 P-3	0.00 NM	1	\$800.00
ELLEN			Ellen Degeneres									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T	1	\$800.00	0.00						
E 25 WKYC	10/16/1	2 10/16/12		CM	5a-6a	- T		:30 1	\$850.00 P-3	0.00 NM	1	\$850.00
CH3 NF	WS SUN	NRS	Channel 3 News	@ 5AM								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T	1	\$850.00	0.00						
E 26 WKYC	10/16/1	2 10/16/12	M-F 5-6p Dr. Phil	CM	5p-6p	- T ·		:30 1	\$1,400.00 P-3	0.00 NM	1	\$1,400.00
DR. PH	IL		DI. 1 IIII									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T	1	\$1,400.00	0.00		.20 1	¢4 000 00 D 0	0.00 NA		¢1 000 00
E 27 WKYC	10/16/1	2 10/10/12		СМ	7a-9a	- T ·		:30 1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00

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WKYC

Order / Rev: 705294

Advertiser: NRCC-IE

Alt Order #: 06267277 Product Desc: NRCC-IE 2012

Flight Dates: 10/12/12 - 10/18/12 2953

Estimate:

M-F 7-9a Today Today Show		_
TODAY SHW		
Start Date		
Week: 10/15/12 10/21/12 -T 1 \$1,800.00 0.00		
E 28 WKYC 10/17/12 10/17/12 M-F 11-1135p CM 11-1135p W :30 1 \$3,000.00 P-3 0.00 NM	1	\$3,000.00
Channel 3 News at 11p M-F CH 3 NWS AT 11		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/15/12 10/21/12 W 1 \$3,000.00 0.00		
E 29 WKYC 10/17/12 10/17/12 Tonight Show CM 1135p-1237a W :30 1 \$1,300.00 P-3 0.00 NM	1	\$1,300.00
Tonight Show		
TONITE SHW-NBC		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/15/12 10/21/12 W 1 \$1,300.00 0.00	-	
E 30 WKYC 10/17/12 10/17/12 M-F 4-5p CM 4p-5p W :30 1 \$800.00 P-3 0.00 NM Ellen Degeneres	1	\$800.00
ELLEN		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/15/12 10/21/12 W 1 \$800.00 0.00		
E 31 WKYC 10/17/12 10/17/12 M-F 430a-5a CM 430a-5a W :30 1 \$300.00 P-3 0.00 NM	1	\$300.00
430a News		
CH 3 NEWS 430A		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 W 1 \$300.00 0.00		
E 32 WKYC 10/17/12 10/17/12 M-F 5-6a CM 5a-6a W :30 1 \$850.00 P-3 0.00 NM	1	\$850.00
Channel 3 News @ 5AM	'	ψ000.00
CH3 NEWS SUNRS		
Start Date		
Week: 10/15/12 10/21/12 W 1 \$850.00 0.00	_	
E 33 WKYC 10/17/12 10/17/12 M-F 7-9a Today CM 7a-9a W :30 1 \$1,800.00 P-3 0.00 NM	1	\$1,800.00
Today Show TODAY SHW		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/15/12 10/21/12 W 1 \$1,800.00 0.00		
Totals	<u></u> 34	\$43,450.00